

ASSESSMENT # 2

Total Marks: 30

Answer the following questions:

- Q. 1.** Short Questions: 10
- a) What is media? and how is it linked to PR?
 - b) What is a media kit? and what type of information does it contain?
- Q. 2.** How can we create strong messages by using the MEDIA model? 10
- Q: 3:** What are some essential elements to consider when selecting a spokesperson? 10